NCrew Point of Purchase Placement

Each NCrew Kit contains: 1) a pad of membership postcards 2) a header card and 3) a plastic mounting card.

Remove the adhesive from the elbow clip and attach it to the back of the header card. Attach the combined parts to the metal divider of the glass case.

If you need additional cards, please call the Retail Assistance Hotline at 1-800-255-3788

Nintendo®

SAFETY BULLETIN

TARGET Glass Replacement Procedures

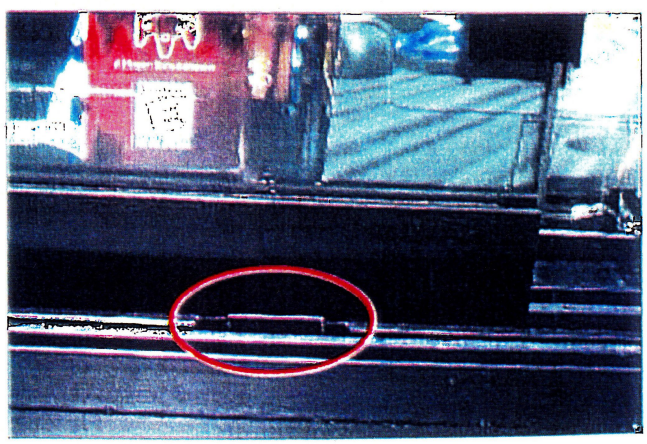
Display cases are made with tempered glass which is many times stronger than untreated glass. However, tempered glass will break if mishandled. When installing or removing glass doors, observe the following precautions:

Plan and Prepare - Review these steps before you begin. Ask yourself: How will I remove it? Where will I set it down? How do I keep it secure?

Wear eye protection and gloves!

Remove the door from the security track - Carefully slide the door clips over the center slot and lifting the door up and out. Then carefully remove it from the top extrusion frame. Reverse the procedure to reinstall the door.

Never force the doors when removing or installing them. Never pinch the top edge of glass by over-angling the glass in the top frame while removing it.



Never rest the exposed edge of glass against the floor. - While working on the display case with the door removed, always stand the glass with the bottom side, metal clips against the floor.

While door is removed, clean the lower door track of any dirt or debris.

If you have any questions, call Nintendo's Display Support Hot-line at 1-800-875-1852 (Ext. 2)

NEW Form

Nintendo®

NOA Merchandising Event Packages

INSTRUCTIONS

* ***Store Manager:*** Please complete the form below and fax to EB Corporate for approval 3 weeks prior to event. Attention Frank Centomain, FAX #: *610-696-8489*

* ***EB Corporate:*** Please fax approved form to NOA Corporate 3 weeks prior to event, attn: Tania Mueller, *FAX #: 425-882-3585*

Retailer Information

Store Name: _____ Event Date: _____

Store #: _____ Event Description: _____

Store Manager: _____ Event Times: _____

Address: _____

City: _____ State: _____ Zip Code _____

Event Premium Package

GRAND PRIZE

(1) Jacket

ADDITIONAL ITEMS

(2) In-Store Posters
(1) Score board w/ marker and eraser
(6) Nintendo Hats for Store employees
(100) Nintendo stickers for consumer

HOURLY PRIZES

(8) T-shirts

COMPETITOR PRIZES

(50) Keychain Nintendo TipHotline Phonecards

☐ NMI / Event Representative

(Check the box above if you would like a Nintendo Representative to run the store event.)

Please Note: Requires EB Corporate approval

If a rep is not available, please choose an option below:

☐ Change Date of Event

☐ Run Event without Rep

Corporate Authorizations

_____
NOA District Sales Manager
(or)

_____
NOA Corporate

_____
Electronics Boutique Store Manager

_____
Electronics Boutique - Frank Centomain

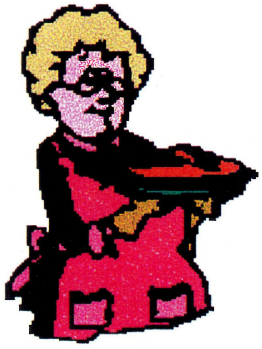
Revised 10/4/00

The many faces of returns fraud

"Hey, only 200 more fraudulent returns like this here brick and you'll have yourself a new patio"

"You'll literally eat this return"

By taking just a few seconds to inspect each return, you can save your store $$$



"Your Grandma played this return"

NINTENDO GAMECUBE™

Is the NINTENDO GAMECUBE an audio-visual machine or is it the consummate game machine?

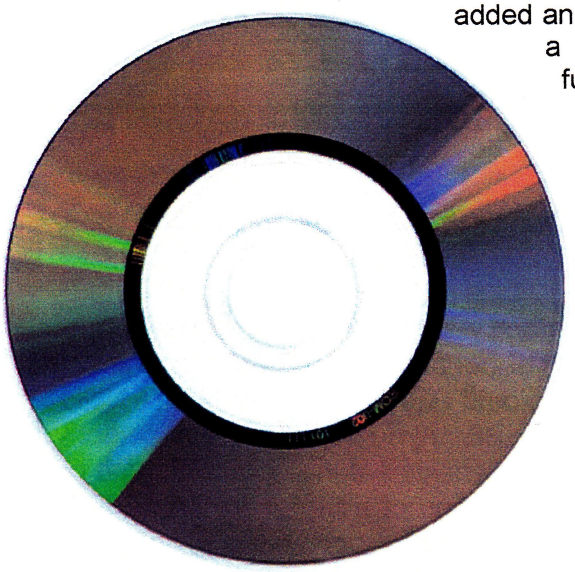
Our answer is clear: the NINTENDO GAMECUBE is the *ultimate TV game machine* and the *first of its kind!* With the NINTENDO GAMECUBE, developers can create games in which players will be able to feel like they are actually "touching" the world created by the software.

NINTENDO GAMECUBE sets new technical standards in a compact (6"x6"x4.3"), transportable housing. It is powered by the 485 MHz IBM "Gekko" PowerPC processor; a revolutionary graphics co-processor from ATI with Mosys 1-T SRAM memory embedded directly onto the chip. The 8cm GAMECUBE disc, based on Matsushita's Optical Disc Technology, holds 190 times the data of old style cartridges.

NINTENDO GAMECUBE CONTROLLER

Here at Nintendo we have a reputation for enthusiasm and innovation when it comes to controller designs. The reason for this is simple: the controller is the *direct link between the player and the events of the game*. It is the *primary* interface by which the player emotionally bonds with the game's characters.

To increase controller stability and ease of use, we designed two grips and grouped the controls for the left and right hands into two "systems." We arranged the buttons on the right side in such a way that the A button home position may be set by the player, making the role of each button more intuitive. We added an actual analog trigger on both the right and the left, as well as a second analog control stick. To add to the fun and functionality, a built-in rumble feature was added.



Actual Size Shown (3")

NINTENDO GAMECUBE OPTICAL DISC

Nintendo's custom-made software provides 1.5 GB of memory on an optical disc only 8 centimeters in diameter. The NINTENDO GAMECUBE's storage capacity is 190 times larger than some of the games for the N64. This new media will allow developers to offer players new forms of fun and depth of game play never before experienced, all in one disc.

The highly advanced yet pocket-sized Optical disc can be inserted and removed very easily, making it user-friendly for players of all ages. As home console-based games merge more and more with portable game systems, this compact Optical disc format can lead the way as a media standard for a new generation of entertainment products!

Nintendo®

NINTENDO GAMECUBE™

Upcoming Titles	
NBA Courtside 2002	Developed exclusively for Nintendo GAMECUBE by Left Field, NBA Courtside 2002 delivers authentic NBA action like never before. Up to four players can play simultaneously, and talk trash to their hearts' content as they bust sweet cross-overs, first-step jukes and monster dunks.
Luigi's Mansion	Straight from the legendarily creative brain cells of Shigeru Miyamoto, Luigi's Mansion is an eerie action game which shows off the powerful graphics capabilities of Nintendo GAMECUBE technology. This one-player game is full of adventure!
Star Wars Rogue Leader: Rogue Squadron II	Star Wars Rogue Leader: Rogue Squadron II for Nintendo GAMECUBE from LucasArts Entertainment Company LLC, covers classic Star Wars events, such as the trench run over the Death Star and the battle on Hoth, with a sense of realism that equals the Star Wars films. This one-player game action game demonstrates sense of realism that equals the Star Wars films!
Wave Race: Blue Storm (tentative title)	Nintendo's popular Wave Race series debuted on Game Boy back in 1992, and made waves on Nintendo 64 four years later. With spectacular water effects, this racing game allows one or two-player challenges.
Eternal Darkness	Eternal Darkness foreshadows the rise of a new genre: the one-player psychological thriller. As a player takes on the roles of multiple characters in an epic that unfurls over thousands of years, a comprehensive combat system will give players the ability to wield swords and guns and cast mind-warping spells.
Pikmin	When a space traveler crashes in a strange world, the Pikmin - a curious race of plantlike creatures - help him explore, fight off savage predators and assemble the scattered pieces of his spaceship. Controlling more than a hundred Pikmin at once against a deadline is an experience unlike any you've ever had in a video game.
Super Smash Bros. Melee	"Melee" perfectly describes the frantic fighting action found in this super-sweet sequel. Nintendo's biggest stars duke it out in interactive environments in this fighting game for up to four players.
Star Fox Adventures: Dinosaur Planet	Developed jointly by Rare and Nintendo, Star Fox Adventures: Dinosaur Planet lets you take the role of ace Arwing pilot -- and master martial arts expert -- Fox McCloud. This new adventure game for Nintendo GAMECUBE provides the perfect mix of action for one player, both in the Arwing and on the ground.

Connect your GBA to NINTENDO GAMECUBE!

We don't want to give too much away, but think about the possibilities of connecting individual GBA systems to NINTENDO GAMECUBE ... you might secretly select your next offensive set in a football game or download part of a Nintendo GAMECUBE game for portable play ...

Nintendo®

GAME BOY ADVANCE

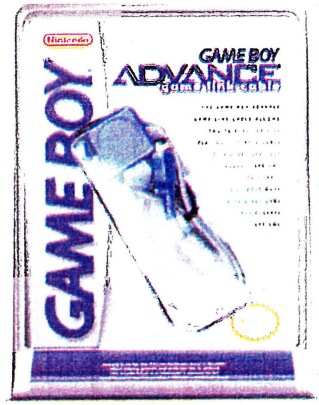
ONLY FOR

The End-Cap of the packaging indicates these games are compatible only with the Game Boy Advance system!

Games with the "Link It Up!" icon can be used for multiplayer fun with the use of one game pak!

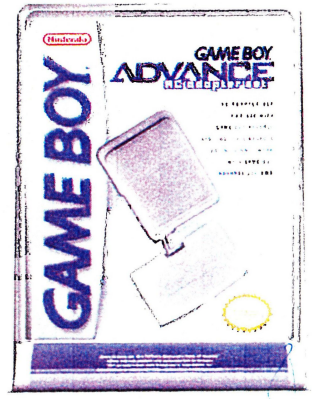
Multiplayer games that require each player to have a game pak will not have this icon. Multiplayer information for these games can be found on the back of the packaging.

The Game Boy Advance Game Link Cable is a must for multiplayer Game Boy Advance games and transferring data between Game Boy Advance games. This link cable is designed to be used with The Game Boy Advance system and Advance games only!



Nintendo Power Advance is a quarterly publication of player's guides that covers the hottest 1st and 3rd party Game Boy Advance games. Everything anyone would need to know about their favorite Game Boy Advance games!

The Game Boy Advance A/C Adapter is the perfect way to keep the playing time going as long as the player needs it to! For use with the Game Boy Advance only.



Game Boy Packaging

Check the End Cap and corners for information on which games are compatible with which systems!

Game Boy Advance game compatible with:
Game Boy Advance only!

Game Boy Color game compatible with:
Game Boy Advance
Game Boy Color

This lets you know the game is not compatible with the Game Boy Pocket or Original Game Boy.

Game Boy Color game compatible with:
Game Boy Advance
Game Boy Color
Game Boy Pocket (displays black and white)
Original Game Boy (displays black and white)

Original Game Boy game compatible with:
Game Boy Advance (displays black and white)**
Game Boy Color (displays black and white)**
Game Boy Pocket (displays black and white)
Original Game Boy (displays black and white)

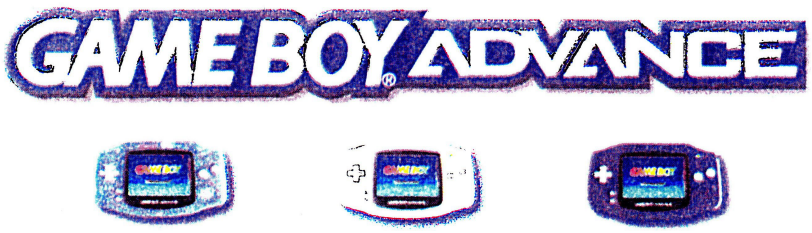
**Super Game Boy enhanced games will play in limited color. Check the back of the packaging for details.

Games with this feature have a built in rumble pak that lets players feel every hit, smash and turbo charge! Battery is included!

Games with this feature have a built in sensor that allows players to control the action with the movement of the Game Boy!

The Entertainment Software Rating Board assigns a rating to a game so consumers are able to make informed game purchasing decisions!

The symbol that assures the best! The Official Nintendo Seal of Quality indicates the product has been tested and approved by Nintendo.



GAME BOY TIMELINE

1989: Nintendo of America Inc. introduces Game Boy®, the portable, hand-held game system with interchangeable game paks. Small but powerful, Game Boy becomes the most popular video game platform in history.

1994: The Super Game Boy® adapter for the Super Nintendo Entertainment System® is released, allowing fans to play all Game Boy games in color on their TV screen.

1995: Nintendo introduces the successful *Play It Loud*™ Game Boy series with black, red, green, yellow and clear casings.

1996: Game Boy shrinks in size as the slim, new Game Boy® pocket is released. Game Boy pocket is 30 percent smaller than the original Game Boy and features a new LCD screen for improved clarity in gameplay.

1997: *Play It Loud* and new limited-edition colors brighten the range of sleek Game Boy pocket systems.

1998: Game Boy enthusiasts get a real splash of color as Nintendo introduces Game Boy Color. Available in Grape and Atomic Purple color casings, this addition to the Game Boy family allows Game Boy games to be played on a full-color screen for the first time.

Nintendo introduces Game Boy® Camera, a device that allows gamers to snap digital pictures with Game Boy, as well as print photo stickers with the new Game Boy® Printer.

1999: Nintendo unveils a new line of Game Boy Color casings, now available in Berry, Kiwi, Dandelion and Teal.

Game Boy Color hardware sales increase 142 percent during the year, while software sales increase 153 percent.

Due to the popularity of Pokémon games introduced in the U.S. in 1998, Nintendo releases a limited-edition Pokémon® Game Boy Color hardware bundle for the *Pokémon® Yellow Version: Special Pikachu Edition.* The game sells more than 3.8 million units in less than 6 months.

-MORE-

Nintendo

4820 150TH AVENUE N.E., REDMOND, WA 98052 U.S.A.

Game Boy Timeline

Nintendo introduces *Pokémon® Pinball*, the first Game Boy game pak complete with a revolutionary built-in "rumble" feature that causes the entire Game Boy unit to shake as players flip their Poké Ball around the screen.

2000: Game Boy Color accounts for 47 percent of total retail hardware sales and is responsible for 23 percent of video game industry revenue for the year.

The N64 Transfer Pak™, packaged with *Pokémon Stadium*™ for the Nintendo® 64, allows players for the first time to transfer characters and data from the *Pokémon® Blue*, *Red* and *Yellow* Game Boy games, as well as exchange information from Game Boy Color games like *Mario Golf*™ and *Mario Tennis*™ directly to the Nintendo 64.

Nintendo ships its 100 millionth Game Boy system. Since its launch, Game Boy has sold continuously worldwide at an average rate of 1,000 systems per hour. Game Boy systems now account for more than 95 percent of the global portable video game market.

2001: Game Boy Color starts off the year as the best-selling video game system, out-selling all other hardware systems.

Nintendo releases *Kirby Tilt 'N' Tumble*™, the first-ever Game Boy Color game pak with an innovative built-in motion-sensor "tilt" control so players can physically control Kirby's onscreen action simply by tilting the Game Boy system.

More than 405 million software units have been shipped worldwide for the Game Boy family.

Game Boy® Advance debuts in Japan on March 21st and North America on June 11th, 2001. In North America, launch titles include Nintendo's *Super Mario® Advance* and *F-Zero®: Maximum Velocity*. The next-generation hand-held system offers players a 50 percent larger screen than the Game Boy Color, and is capable of displaying more than 512 colors simultaneously from a palette of 32,768. The system also features a 32-bit RISC CPU, new horizontal orientation with Left/Right buttons, high-resolution graphics, enhanced audio, four-player multi-player gaming and revolutionary gameplay. Game Boy Advance is also compatible with the existing library of Game Boy and Game Boy Color software.

SOFTWARE RETURNS ALERT!!!

To: All Store Managers, Assistant Managers and Store Associates

GameCube CD Game

All disks shown in actual size

With the upcoming release of GameCube and the accompanying games, it's time once again to be aware of product substitution of software titles.

Don't be fooled into accepting returned games that do not match the packaging. Take the time to open each returned game and make sure that the correct CD is inside. To the left is a photo of the actual Luigi's Mansion game disk. Pictured below are examples of a display and a promotional CD that someone might attempt to return.

This is a CD for your in-store displays

Nintendo's promotional CD

GAME BOY ADVANCE SP

Questions and Answers: GameBoy Advance SP

1. Are you going to stop producing the current Game Boy Advance? Will you drop the price of Game Boy Advance? Game Boy Advance SP is an expansion of the Game Boy Advance (AGB) line, not a product replacement for the current unit. We plan to continue to manufacture the AGB with different features, The current AGB is more than meeting the needs of millions of players in America alone. AGB SP also is for those who want more game play flexibility in more lighting conditions.

2. What is the difference between the "front-lighting" and "back-lighting" technology? The lighting comes from all four of its sides. The light reflects off the screen to illuminate the entire surface. The light sources are from the side but the lighting effect is in front of the screen. Backlighting was not an option as Nintendo wanted to conserve battery life on the unit.

3. Since this battery can be recharged, will the adapter come with the purchase of a system or sold separately? The AGB SP will include the rechargeable battery and adapter.

4. Why the folding system? There are several advantages to the new folding design, especially the sleek, hi-tech look to it. The screen also will remain highly protected since with the folding capability. Gameplay and compact size were the two large concerns in the AGB SP design.

5. Is this an acknowledgement that your strategy of releasing the original AGB without a light was a mistake? With AGB having sold through 11.5 million hardware units in America alone in little more than a year's time...with it equaling sales of the PS2 running up to Christmas...and doubling the sales of PS2 in Japan during recent weeks...we only wish we had more mistakes like that!

6. You've repeatedly said that you couldn't do a backlit AGB because of reduced battery life. What changed? How long have you been working on this new system? We've been working on this issue since June, 2000 when we began to develop the AGB SP. With a lithium-ion battery that will play with full lighting for ten hours after a three-hour charge, we've finally found a balance perfect for players.

The technology was not in place at the time we introduced the Game Boy Advance. We've been working on this for several years. Only now were able to provide this system at an affordable price with an adequate battery life.

Nintendo

GAME BOY ADVANCE SP

GAME BOY®

Launch Date:	March 23rd, 2003
MSRP::	$99.95
Size:	Approx. Height (closed): 3.33" x Width 3.23" x Depth 0.96"
CPU:	32-Bit RISC-CPU with imbedded memory
Screen:	2.9" Reflective TFT Color LCD
Light Source:	Front lights have been integrated with existing reflective LCD
Display Size:	1.61" x 2.41" (identical to Game Boy Advance)
Resolution:	240 x 160 pixels (identical to Game Boy Advance)
Color:	Simultaneously displays more than 32,000 colors (identical to Game Boy Advance)
Weight:	Approx. 5 ounces
Power Supply:	Rechargable Lithium-Ion Battery
Battery Life:	10 hours continuous play with 3 hours recharging 18 hours continuous play with light function disabled
Hardware Colors:	Platinum and Cobalt (metallic)

Accessories:

e-Reader, Game Boy Advance Game Link cable, Nintendo GameCube Game Boy Advance cable, Game Boy Advance SP headphone jack adapter.

GAME BOY ADVANCE SP

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THE Nintendo® LINK

The #1 On-Line Training And Information Source For All Of Nintendo's Great New Products!

Log-On, Complete The Training, And Qualify To Win!

- **A Nintendo GameCube™ Game EVERYDAY!**
- **A Game Boy® Advance System EVERY WEEK!**
- **More Ways To WIN: SPECIAL PRIZE UPGRADES for Daily and Weekly Winners...**

Log-On @
WWW.CYBERSCHOLAR.COM/NINTENDO
And Start Learning & Winning Today!

GAME 2 HAS BEGUN!
MORE TRAINING, MORE PRODUCTS, MORE WAYS TO WIN!

WIN EACH DAY:
- Nintendo GameCube Game! (Every Day)
- SPECIAL PRIZE UPGRADE: Each Week 1 Winner Gets A Game Boy Advance!

WIN EACH WEEK:
- Game Boy Advance (Every Week)
- SPECIAL PRIZE UPGRADE: 1 Lucky Winner Gets A Nintendo GameCube!

MONTHLY GRAND PRIZE:
- A Nintendo GameCube
- A Great Nintendo GameCube Game
- A Nintendo Memory Card & Nintendo T-Shirt!

SUPER GRAND PRIZE: (1 WINNER)

Nintendo GameCube & Game
Game Boy Advance & Game
Wave Bird Wireless Controller
Accessories and More...

1ST PLACE: (1 WINNER)

Nintendo GameCube & Game
Great Nintendo Accessories
And More...

2ND PLACE: (5 WINNERS)

Nintendo GameCube Game
& Nintendo T-Shirt

OFFICIAL RULES - THE NINTENDO LINK TRAINING SITE 1. SPONSOR: This contest is sponsored by NINTENDO OF AMERICA INC., 4820 150th Avenue NE, Redmond, WA 98052. Round Five of the contest begins on October 1, 2002 at 8:00 a.m. Eastern Standard Time or on such later date as specified by Sponsor and ends on December 31, 2002, at 5:00 p.m. Pacific Standard Time or on such later date as specified by Sponsor. Round Six of the contest begins on January 1, 2003 at 8:00 a.m. Eastern Standard Time or on such later date as specified by Sponsor and ends on March 31, 2002, at 5:00 p.m. Pacific Standard Time or on such later date as specified by Sponsor. 2. ELIGIBILITY-VOID WHERE PROHIBITED: This contest is open to all store employees of qualified retail stores (see www.CyberScholar.com/Nintendo for a list of qualified retail stores) who are legal residents of the United States and 18 years or older as of January 1, 2002. Employees, officers, directors, agents, representatives, and immediate family and household members of Nintendo, and their respective affiliates, subsidiaries and agencies are not eligible. This Contest is void where prohibited by law. 3. OFFICIAL CONTEST RULES: To view the Official Contest Rules, see the Rules page at www.CyberScholar.com/Nintendo. ™, ®, Game Boy Advance and the Nintendo Gamecube Logo are trademarks of Nintendo.

Nintendo

WAL★MART

Wal*Mart GameCube Bundle Selling Points

Wal*Mart is firing ahead with three powerful new bundle offers for only $149.95 each!

*The Super Mario Sunshine Bundle heats it up with a GameCube system and Super Mario Sunshine software. And with a Memory Card 59 in the box, it's one of the best deals out there!

Want to play like the other guys? Wal*Mart's other two bundles match other retailers' best offers:

*The Mario Party 4 Bundle burns up a platter of fun. This bundle includes a GameCube system and Mario Party 4 software.

And that's not all...

*The Metroid Prime Bundle - featuring a GameCube system and Metroid Prime software.

With Wal*Mart Hard Bundles, you'll be frying the competition...

Nintendo®

Product Returns Checklist

SOFTWARE AND ACCESSORIES ARE NOT RETURNABLE, UNLESS ORIGINALLY INCLUDED IN A HARDWARE PACKAGE

NINTENDO RETURNS AND WARRANTY REPAIR POLICY FOR SERIALIZED PRODUCT

To determine hardware return eligibility, store associates should call SiRAS™ Warranty Verification at 1-800-255-3788. Enter the serial number found on the bottom or back of the hardware unit.

This is a guide to help determine possible credit from Nintendo.
Please use your store's return policy to determine if a customer's return is valid.

Age From Registration or Customer Purchase Date to Date Returned to Store	Return to Nintendo?	Warranty Repair Through Nintendo?
Less than 90 Days	Yes	Yes
90 Days to 1 Year	No	Yes
Over 1 Year or Not Registered	No	**No**, but customer may contact Nintendo to set up a non-warranty repair.

Note: Hardware serial number must be scanned and registered at the time of the original sale.

For Serial Number Verification
Call 1-800-255-3788 (SiRAS Warranty Verification)

Call 1-800-875-1852 (ext. 1)
(Nintendo Retailer Assistance Hotline) for:
General Information
Product Checklists
Phone Stickers
Brochures

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Nintendo®

Important Returns Steps

1. Open all packages. Is all the packaging material present? Are all Major and Minor components present?

2. Look at the color of the system. Is it the same as the color on the box?

3. Call SiRAS Warranty Verification hotline (800-255-3788) and check the serial number.

Console Systems
NINTENDO® 64
NINTENDO GAMECUBE™

Major Components (No Credits if Missing)

Control Deck*
Original Box
Protective Packaging Insert

*Be sure that the unit's color is the same as the color on the packaging.

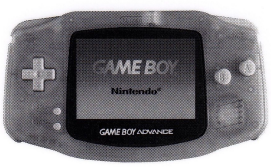
Minor Components (10% Deduction for Each Missing Item)

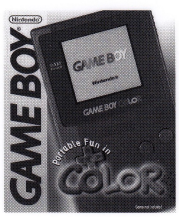
Controllers*
AC Power Supply
Stereo A/V Cable
Software (If listed on package)
Other Accessories (If listed on package)

Hand Held Systems
Game Boy® Color
Game Boy® Advance

Major Components (No Credits if Missing)

Game Boy System*
Original Box
Protective Packaging Insert





*Be sure that the unit's color is the same as the color on the packaging.

Minor Components (10% Deduction for Each Missing Item)

Software (If listed on package)
Other Accessories (If listed on package)

Always Check:

Contents of all returned boxes.

Serial number with SiRAS Warranty Verification hot-line.